

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>164389</b>
	<b>Alt Order #:</b>	<b>06295066</b>
	<b>Product Desc:</b>	<b>60 PLUS ASSOC SENATE</b>
	<b>Estimate:</b>	<b>1961</b>
	<b>Flight Dates:</b>	<b>08/24/12 - 08/30/12</b>
	<b>Original Date / Rev:</b>	<b>08/23/12 / 08/23/12</b>
	<b>Order Type:</b>	<b>GENERAL</b>

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/60 Plus Association
	Demographic:	A50+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00 \_\_\_\_\_  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$10,200.00	\$8,670.00
08/27/12	08/30/12	15	\$18,750.00	\$15,937.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$10,200.00	\$8,670.00	0.00
September 2012	15	\$18,750.00	\$15,937.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$28,950.00</b>	<b>\$24,607.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	37%	\$28,950.00
Market	100%	\$78,243.24

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$25,820.27
WITI	15%	\$11,736.49
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	15%	\$11,736.49
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	08/24/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	M-F	630p-7p ----1--	:30	1	\$1,000.00	P-1	0.00 NM	1	\$1,000.00
<b>WHEEL</b>													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----1--		1		\$1,000.00		0.00			
E 2	WDJT	08/24/12	08/24/12	NFL Pre-Season Friday SPRT NFL Pre-Season Friday	Various	-----1--	:30	1	\$3,500.00	P-1	0.00 NM	1	\$3,500.00

Order / Rev: 164389  
 Alt Order #: 06295066  
 Flight Dates: 08/24/12 - 08/30/12

Advertiser: Issue/60 Plus Association  
 Product Desc: 60 PLUS ASSOC SENATE  
 Estimate: 1961

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NFL PRESEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	----1--				1	\$3,500.00		0.00			
E 3	WDJT	08/25/12	08/25/12	NFL Pre-Season Saturday NFL- Preason Saturday	CM	Various -----1-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
NFL PRESEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----1-				1	\$3,500.00		0.00			
E 4	WDJT	08/26/12	08/26/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----1				1	\$2,000.00		0.00			
E 5	WDJT	08/26/12	08/26/12	Inside Ed Wknd 1035-1105p Inside Ed Wknd 1035-1105p	CM	1035p-1105p -----1	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----1				1	\$200.00		0.00			
E 6	WDJT	08/27/12	08/30/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTWT---	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				4	\$1,000.00		0.00			
E 7	WDJT	08/28/12	08/30/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -TWT---	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-TWT---				3	\$450.00		0.00			
E 8	WDJT	08/27/12	08/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p M-WT---	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-WT---				3	\$1,000.00		0.00			
E 9	WDJT	08/27/12	08/27/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	1-----				1	\$2,000.00		0.00			
E 10	WDJT	08/28/12	08/28/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-1-----				1	\$2,400.00		0.00			
E 11	WDJT	08/28/12	08/28/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-1-----				1	\$2,000.00		0.00			
E 12	WDJT	08/29/12	08/29/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	--1----				1	\$2,000.00		0.00			
E 13	WDJT	08/30/12	08/30/12	Th 9p - 10p Republican Nat Convention	CM	Th 9p - 10p ---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	---1---				1	\$2,000.00		0.00			
Totals													20	\$28,950.00